GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1857
ANSWERED ON:03.08.2001
SETTING UP OF SECTORAL PRODUCT DISPLAY CENTRES ABROAD
SUBODH MOHITE

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

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(a) whether the Government have decided to set up permanent sectoral product display centres abroad to help Indian exporters to be more competitive;

(b) if so, the details thereof; and (

(c) the measures proposed to remove the problems being faced by the Indian exporters abroad?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI DIGVIJAY SINGH)

(a) & (b) : Export Enhancement and Export Studies - Market Access Initiative Schemelaunched during year 2001-02 provides for setting up of showrooms and warehousing facilities in leased or rental accommodation for selected consumer items at identified centers abroad on the basis of marketing studies. The leased/rental charges for showrooms and warehousing facilities would be borne by the scheme in the first three years on a tapering basis @75%, 50% and 25% in the first, second and third year respectively. Display charges of selected products of selected exporters in the international departmental stores for the approved period of the project would also be borne by the scheme and participating exporters on a matching basis.

(c) : With a view to assisting the Indian exporters to overcome the problems faced in sustaining and further increasing exports in different markets, assistance is provided to them, inter-alia, for carrying out market-studies, holding buyer-seller meets, participations in international trade fairs, organising sales promotion visits, contesting anti-dumping actions initiated abroad and launching publicity campaigns for brand promotion efforts.